

Micro to Mega: Trends in Business Communications

完成のご案内

ビジネスコミュニケーションのメガトレンド - 大企業 & 中小企業のマーケティング・コミュニケーション投資は？

大企業(Enterprise)も中小企業(SMB)も、顧客とのコミュニケーションは大切です。幅広いコミュニケーション手法を用い、事業を運営し、収益を上げなくてはなりません。

今日、顧客とのコミュニケーションは、印刷物、オンライン、モバイル、ソーシャルメディアなど多くの手法がありますが、企業のチャレンジは、最良の結果に向けて、メディアチャネルの適切な組合せを行うことです。



当調査は、大企業および中小企業において、(a)企業のカスタマーコミュニケーションを評価し、(b)各メディアの利用状況および予算を確認し、(c)メディア選定における決定者からの要求を明らかにします。

■ 調査の目的

- 印刷物およびオンラインにおける「コミュニケーションサービスへの要求」を確認する
- 主要アプリケーション分野・メディア分類における投資(出費)を定量化する
- email, mobile, social media マーケティングの利用状況を確認する
- 各メディアにおける、利用目的を明確化する
- クロス・メディア・コミュニケーションの効果を評価する
- ドキュメントの電子配信の採用/利用状況を確認する
- サービス提供者に求める事、選定ポイントを確認する
- 市場およびアプリケーションの成長において、戦略およびレコメンデーションを明確化する



■ 調査地域 : US 市場

中小企業(500名以下)調査バーティカル

- Construction
- Education
- Entertainment
- Financial Services/Insurance
- Healthcare
- Hospitality (accommodations and food services)
- Manufacturing
- Non-profits
- Personal services
- Professional Services
- Real estate
- Retail

大企業(500名以上)調査バーティカル: (予定)

- Automotive - data only
- Education
- Financial Services/Insurance
- Government
- Healthcare
- Hospitality
- Retail
- Manufacturing
- Utilities/Telecom



■ 調査方法

- Web 定量調査 : 各パーティカル 75-100 サンプル(exectives and decision-makers)
 - A mix of functions (VPs / Directors of Administrative Services, Functional Owners, and Marketing Executives)
- 電話インタビュー調査 : 15-20 件

■ 納品物 (詳細は、英文企画書 p.18 をご覧ください)

- エグゼクティブサマリー(PPT レポート)
- Key Decision Maker へのインタビューサマリー
- 結果チャート、集計タブデータ

■ 調査費用

- \$16,995 (1 レポート: 大企業版 もしくは 中小企業版)
- \$26,995 (2 レポート: 大企業版 中小企業版)

■ drupa 2016 向オプション (別途、お気軽にお問い合わせください)

- 調査結果の貴社プレゼンテーションへの活用
- ホワイトペーパー(第三者評価レポート)の作成
- 貴社イベントでのスピーカー等

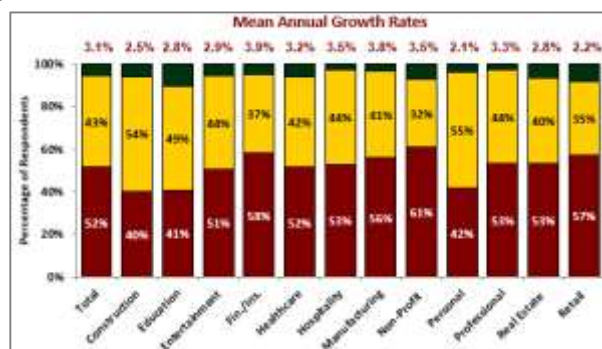
株式会社 インフォトレンドズ: <http://www.infotrends.co.jp/corporate-profile/>

米国のボストンに本社を置く InfoTrends 社の日本法人。デジタルイメージング市場、ドキュメントソリューション市場に特化した調査活動で高い評価を得ており、市場動向の分析レポートの企画販売、コンサルティングサービスを行っています。(担当: 清水、水村): TEL:03-5475-2663 Email: mail@infotrends.co.jp

SMB 調査結果 PPT レポート目次

(Enterprise 版の設問も類似内容になります。対象バーティカルは異なります)

1. Micro to Mega: Trends in Business Communications SMB Study Research
2. Introduction
3. **Project Objectives**
4. Markets Studied
5. Project Focus
6. A Two-Part Study: Subscribers Buy One or Both
7. Research Deliverables
8. Applying the Study Results to Drive Sales and Volume
9. SMB & Enterprise Market Size
10. SMB Market Size by Vertical Industry (<500 employees)
11. **Respondent Demographics**
12. Number of Employees (Means by Vertical)
13. Annual Revenues (Means by Vertical)
14. Business/Office Description
15. Level of Responsibility in Decision-Making Process
16. Job Title
17. Market Focus
18. **Executive Summary**
19. Executive Summary – Key Findings
20. **Recommendations**
21. **Average Annual Communications Spending by Vertical**
22. Communications Budget Increasing or Steady
23. Anticipated Increase in Communications Budget (Means by Vertical)
24. Anticipated Decrease in Communications Budget (Means by Vertical)
25. **Average Annual Print Spending by Vertical**
26. Print Used to Acquire Customers and Build Brand
27. **Top Objectives of Print Materials**
28. Top Objectives for Printed Materials & Apparel
29. Digital Media Used to Acquire Customers and Build Loyalty
30. **Top Objectives of Digital Media**
31. Top Objectives for Digital Media
32. Interview Perspective: Media Objectives
33. **Share of Current Communication Spending by Channel**
34. Share of Communication Spending by Channel in 2 years
35. Communication Spending Growth
36. Print Spending Growth
37. Spending Growth by Channel
38. Print Application Growth
39. **Top Print Spend by Application by Vertical**
40. **Primary Digital Printing Applications by Vertical**
41. Online Migration by Application
42. Frequency of Print Personalization by Industry
43. Loyalty to Print Providers
44. Interview Perspective: Customer Loyalty
45. **Purchasing Print-Related Products and Services**
46. **Decisions About Print Procurement Contracts**



47. **Purchasing Trends**
48. Web-Based Purchasing Platform/Portal Provided
49. Print Ordered Over the Internet
50. Aggregate Survey Results
51. **Communication Spending**
52. Communications Spending Distribution (Means)
53. Interview Perspective: All Channels On!
54. **Print Spend for Internal vs. External Communications**
55. Communication Methods
56. Interview Perspective: A Multi-Channel Approach Helps Develop New Business
57. **Top Objectives** for Print Direct Response
58. Top Objectives for Print Publication Advertising
59. Top Objectives for Print Signage
60. Top Objectives for Packaging
61. Top Objectives for Mass Media
62. Top Objectives for Online Marketing
63. Top Objectives for Search Engine Marketing
64. Top Objectives for e-Mail Marketing
65. Top Objectives for Social Media Marketing
66. Interview Perspective: Social Media Didn't Work
67. **Top Objectives** for Mobile Marketing
68. Top Objectives for Promotional Products
69. Top Objectives for Promotional Apparel
70. Top Objectives for Business Identity Products
71. Top Objectives for Sales/Marketing Materials
72. Top Objectives for Transactional Print
73. Top Objectives for Electronic Transactional Communications
74. **Spending by Top 10 Print Applications**
75. Interview Perspective: The Value of Print
76. **Transition to Digital**
77. **Delivery Format of Communication Materials**
78. Interview Perspective: Monthly Printed Company Newsletter
79. Production of Printed Communications
80. Exclusively **Electronic Delivery in 2 Years** (1)
81. Exclusively Electronic Delivery in 2 Years (2)
82. **Top Reason for Transitioning to Electronic Format**
83. Mandates/Policies for Electronic Format
84. **Offset Vs. Digital**
85. Split Between **Offset and Digital Printing** (1)
86. Split Between Offset and Digital Printing (2)
87. **Media Usage Trends**
88. Marketing/Advertising Campaign Type
89. Frequency and Degree of **Personalization**
90. **Reasons for Not Personalizing Communications**
91. Interview Perspective: Personalization is Too Expensive
92. Number of Media Types Used Per Campaign
93. **Print Blended with Digital Media**
94. **Reasons for Blending Print and Digital Media**
95. Types of Digital Content Linked to Print

96. Interview Perspective: Linking Direct Mail and Online
97. Response & Action Rates of Various Media Combinations
98. Interview Perspective: Printed Direct Response Delivers
99. Key Print Buying Trends
100. Decisions About Print Procurement Contracts
101. Department that Makes Decisions about Vendor Selection
102. Departments Making Decisions about Vendor Selection
103. Interview Perspective: C-Level and Sales-Level Decision Making
104. Purchasing Print-Related Products and Services
105. Reasons for Not Ordering Print Online
106. Functions Used When Ordering Print Online
107. Web-Based Purchasing Platform/Portal
108. Print Ordered Over the Internet
109. Interview Perspective: Purchase Promotional Products Online
110. Reasons for Not Ordering Print Online
111. Functions Used When Ordering Print Online
112. Interview Perspective: Purchasing Business Cards Online
113. Selecting a Print Provider
114. Criteria in Choosing a Print Services Vendor
115. Importance of Ancillary Services
116. Interview Perspective: Priorities When Selecting Providers
117. Provider of Services
118. Change in Spending on Services
119. Anticipated Change in Spending on Services
120. Frequency of Using Print Services Vendor (Means)
121. Switching Print Providers & Reason for Switching
122. External Service Providers
123. Preferred Marketing Method
124. Relationship with External Providers
- 125.
126. Appendix: Industry Demographics
127. Vertical Industry
128. Construction Business
129. Education Business
130. Public/Private Education
131. Entertainment Business
132. Financial Services/Insurance Business
133. Healthcare Business
134. Hospitality Business
135. Manufacturing Business
136. Non-Profit/Association Business
137. Personal Services Business
138. Professional/Technical Services Business
139. Real Estate Business
140. Retail Business